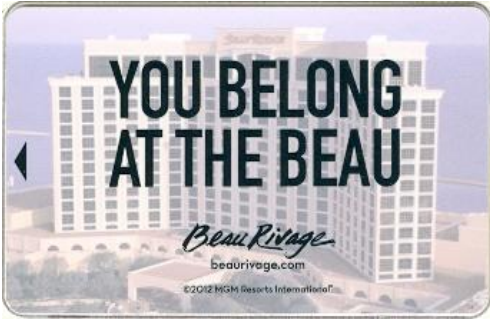







## October 2012 Room Key Listing – Part 2 of 2

### Standard

<p>Mississippi – Beau Rivage, Biloxi</p> <p>You Belong at the Beau key</p> <p>Mfr: None</p>         <p>Contributor: Bob Hyde</p>	 A rectangular key card with a light blue background. It features a stylized illustration of a multi-story hotel building. Overlaid on the image is the text "YOU BELONG AT THE BEAU" in large, bold, black capital letters. Below this, the "Beau Rivage" logo is written in a script font, followed by "beaurivage.com" and "©2012 MGM Resorts International" in small print.	 A vertical rectangular key card with a white background and a black vertical stripe on the right side. It features a diagram of a door handle with arrows indicating "INSERT CARD", "REMOVE CARD", and "TURN HANDLE". Below the diagram, the text reads: "INSERT CARD", "REMOVE CARD", "TURN HANDLE", "BEAU RIVAGE RESERVATIONS", and "1-888-567-6667".
<p>Mississippi – Beau Rivage, Biloxi</p> <p>Memphis Smokehouse &amp; Barbeque key</p> <p>Mfr: None</p>         <p>Contributor: Bob Hyde</p>	 A rectangular key card with a dark background. It features a photograph of a man and a woman sitting at a table in a restaurant, enjoying food and drinks. The text "Memphis SMOKEHOUSE & BARBEQUE" is overlaid on the image. At the bottom, it says "Where Southern flavor meets the blues."	 A vertical rectangular key card with a white background and a black vertical stripe on the right side. It features a diagram of a door handle with arrows indicating "INSERT CARD", "REMOVE CARD", and "TURN HANDLE". Below the diagram, the text reads: "INSERT CARD", "REMOVE CARD", "TURN HANDLE", "BEAU RIVAGE RESERVATIONS", and "1-888-567-6667".
<p>Mississippi – Beau Rivage, Biloxi</p> <p>Pool Bar &amp; Café key</p> <p>Mfr: None</p>         <p>Contributor: Bob Hyde</p>	 A rectangular key card with a light blue background. It features a photograph of a woman with blonde hair and sunglasses, smiling and holding a drink. The text "Beau Rivage" is in the top left, and "Pool BAR & CAFE" is in the bottom left.	 A vertical rectangular key card with a white background and a black vertical stripe on the right side. It features a diagram of a door handle with arrows indicating "INSERT CARD", "REMOVE CARD", and "TURN HANDLE". Below the diagram, the text reads: "INSERT CARD", "REMOVE CARD", "TURN HANDLE", "BEAU RIVAGE RESERVATIONS", and "1.888.567.6667".

## October 2012 Room Key Listing – Part 2 of 2

Mississippi – Beau Rivage,  
Biloxi

Prime key – previous issue had  
thicker printing on reverse  
(like the reverse of Memphis  
key above)

Mfr: None

Contributor: Bob Hyde



Mississippi – Beau Rivage,  
Biloxi

Stalla Italian Cooking key

Mfr: [www.plicards.com](http://www.plicards.com)

Contributor: Bob Hyde

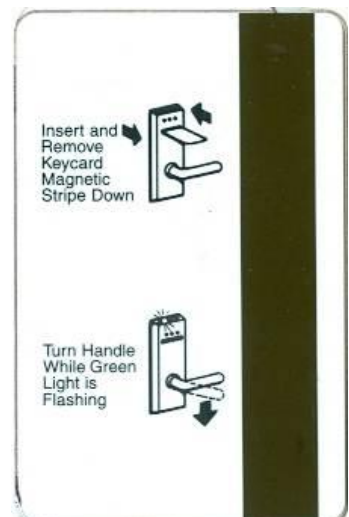
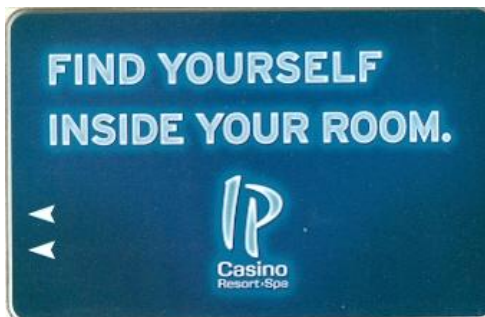


Mississippi – Imperial Palace,  
Biloxi

Has 2 insert arrows on front.  
Previous issue was (I) mfr.

Mfr: None

Contributor: Bob Hyde



## October 2012 Room Key Listing – Part 2 of 2

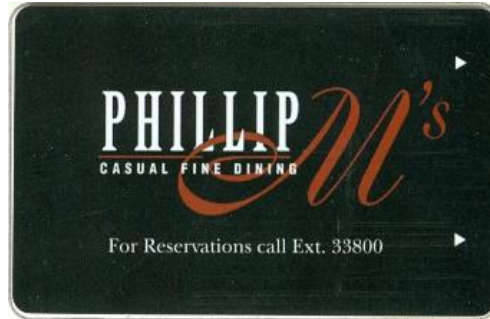
<p><b>Mississippi – Imperial Palace, Biloxi</b></p> <p>Has 1 insert arrow on front and generic back.</p> <p>Mfr: <a href="http://www.plicards.com">www.plicards.com</a></p> <p>Contributor: Bob Hyde</p>		
<p><b>Mississippi – Pearl River Resort, Choctaw</b></p> <p>Vegas with Sweet Tea! Horizontal key with people at craps table.</p> <p>Mfr: None</p> <p>Contributor: Bob Hyde</p>		
<p><b>Mississippi – Pearl River Resort, Choctaw</b></p> <p>Vegas with Sweet Tea! Vertical key with 2 people at slot machine.</p> <p>Mfr: None</p> <p>Contributor: Bob Hyde</p>		



## October 2012 Room Key Listing – Part 2 of 2

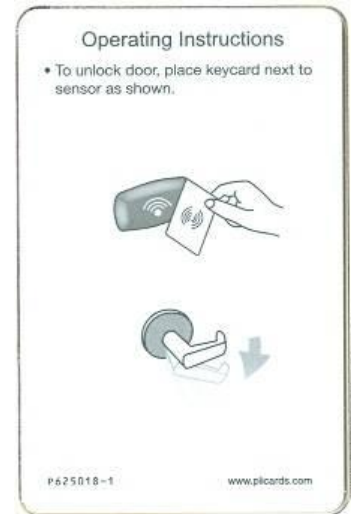
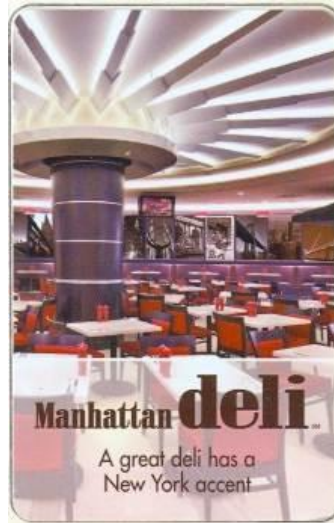
Mississippi – Pearl River  
Resort, Choctaw  
Phillip M's restaurant key.  
Mfr: None

Contributor: Bob Hyde



Nevada – Atlantis, Reno  
Manhattan deli key – same  
front as last month, but with  
RFID back.  
Mfr: [www.plicards.com](http://www.plicards.com)

Contributor: Albert Cattuzzo



Nevada – Atlantis, Reno  
New Spa key.  
Mfr: [www.plicards.com](http://www.plicards.com)

Contributor: Albert Cattuzzo



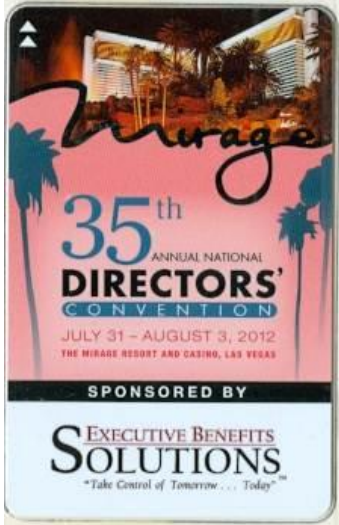



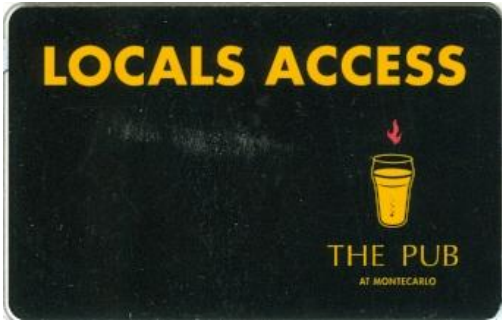



## October 2012 Room Key Listing – Part 2 of 2

<p>Nevada – Hard Rock, Las Vegas</p> <p>Colorful new key with picture of hotel casino.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>A colorful room key for the Hard Rock Hotel &amp; Casino in Las Vegas. The key features a vibrant image of the hotel's exterior at night, with the Hard Rock logo and 'LAS VEGAS' text at the top.</p>	 <p>Instructions for using the Hard Rock Hotel &amp; Casino Las Vegas room key. The instructions are numbered 1 through 3 and include a diagram of the key being inserted into the door lock. The instructions are: 1. INSERT CARD MAGNETIC STRIPE DOWN, 2. REMOVE AT ONCE, 3. TURN LEVER TO OPEN WHILE GREEN LIGHT FLASHES.</p>
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## No Door Opening Instructions

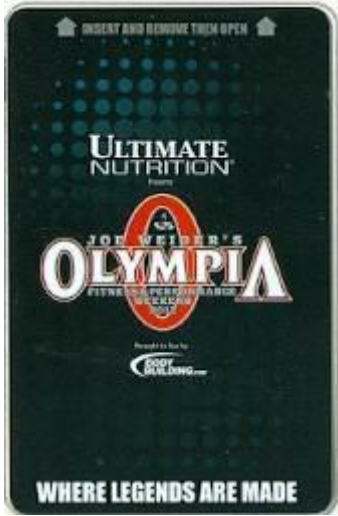


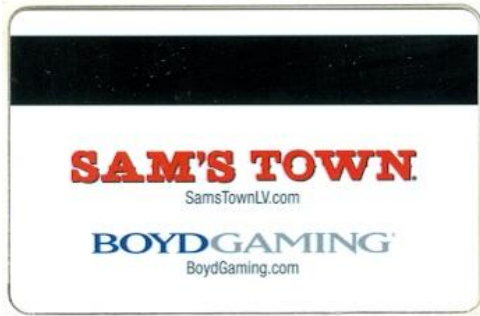


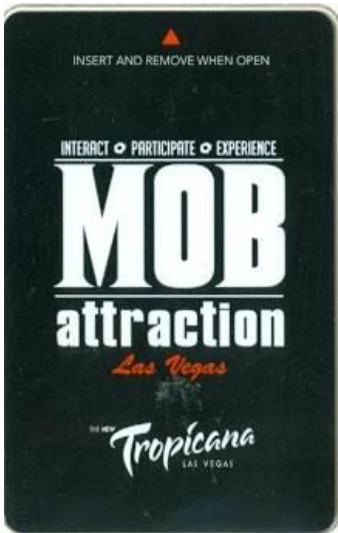
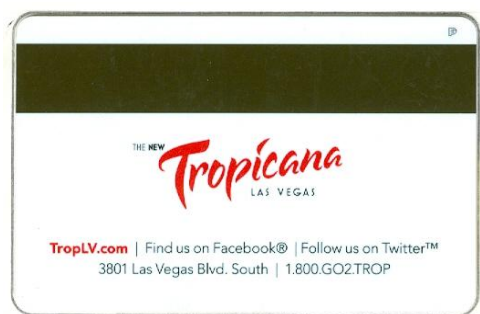
<p>Louisiana – Diamond Jacks, Bossier City</p> <p>This may be a slot card/room key combination. The back reads like a slot card but the front has Insert &amp; remove. Then open door.</p> <p>Mfr: <a href="http://www.plicards.com">www.plicards.com</a></p> <p>Contributor: Bob Hyde</p>	 <p>A room key for Diamond Jacks Casinos. The key features a yellow and black design with the Diamond Jacks logo and the text 'DIAMOND JACKS CASINOS' and 'YOU'RE IN LUCK'.</p>	 <p>The back of the Diamond Jacks Casinos room key. It features the Diamond Jacks logo, the text 'DIAMOND JACKS CASINOS', and the address '711 DiamondJacker Blvd. P.O. Box 5637 Bossier City, LA 71111'. It also includes a disclaimer: 'Must be 21 years of age or older to gamble. This card is the property of DiamondJack Casino Bossier City. It is non-transferable and must be returned upon request. ©2012 Louisiana Riverboat Gaming Partnership, LLC. COMPULSIVE OR PROBLEM GAMBLING? CALL 1-877-770-STOP (7867)'.</p>
<p>Nevada – Gold Coast, Las Vegas</p> <p>New key with picture of new B Connected slot cards.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>A room key for Gold Coast. The key features a blue and white design with the text 'IT'S GOOD TO B CONNECTED™' and 'INSERT AND REMOVE THEN OPEN DOOR'. It also shows three slot cards: Ruby, Sapphire, and Emerald.</p>	 <p>A room key for Gold Coast. The key features a white and gold design with the text 'GOLD COAST', 'GoldCoastCasino.com', and 'BOYDGAMING®', 'BoydGaming.com'.</p>

## October 2012 Room Key Listing – Part 2 of 2

<p>Nevada – Mirage, Las Vegas</p> <p>2012 35<sup>th</sup> National Director's Convention key.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>A pink and white key for the 35th Annual National Directors' Convention at the Mirage Resort and Casino, Las Vegas. The key features the Mirage logo, the text '35th ANNUAL NATIONAL DIRECTORS' CONVENTION', the dates 'JULY 31 – AUGUST 3, 2012', and the sponsor 'EXECUTIVE BENEFITS SOLUTIONS' with the tagline 'Take Control of Tomorrow... Today'.</p>	 <p>The back of the Mirage key, featuring the Mirage logo and the text 'Vegas Starts Here:'. It provides the address '3400 Las Vegas Boulevard South, Las Vegas, Nevada 89109', the phone number '800.456.4564', and the website 'mirage.com'. It also includes promotional text about special offers and promotions, and a check-out service.</p>
<p>Nevada – Mirage, Las Vegas</p> <p>VIP key. Matte black key with glossy blank printing on front.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>A matte black key with the word 'VIP' in large, bold, white letters. The Mirage logo is visible in the bottom right corner.</p>	 <p>The back of the Mirage key, featuring the Mirage logo and the text 'Vegas Starts Here:'. It provides the address '3400 Las Vegas Boulevard South, Las Vegas, Nevada 89109', the phone number '800.456.4564', and the website 'mirage.com'. It also includes promotional text about special offers and promotions, and a check-out service.</p>
<p>Nevada – Monte Carlo, Las Vegas</p> <p>The Pub – Locals Access key.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>A black key with the text 'LOCALS ACCESS' in large, bold, yellow letters. Below the text is a small illustration of a beer glass. The text 'THE PUB AT MONTECARLO' is visible at the bottom.</p>	 <p>The back of the The Pub Locals Access key, featuring a list of offers: '- All Day Happy Hour' and '- 50% OFF any beer on Sunday'. It also includes the text 'MUST PRESENT AT DOOR', a social media handle '@TheVegasPub', and a phone number '730.7420'. A signature line is at the bottom.</p>
<p>Nevada – Orleans, Las Vegas</p> <p>New gold VIP full size key.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>A gold key with the word 'VIP' in large, bold, gold letters. Below the text are three smaller keys (red, blue, and green) with the text 'B CONNECTED' on them. The text 'INSERT AND REMOVE THEN OPEN DOOR' is visible on the left side.</p>	 <p>The back of the The Orleans key, featuring the text 'The ORLEANS' in a stylized font, the website 'orleanscasino.com', and the text 'BOYDGAMING' with the website 'boydgaming.com'.</p>









## October 2012 Room Key Listing – Part 2 of 2

<p>Nevada – Orleans, Las Vegas</p> <p>2010 Ultimate Nutrition / Olympia key.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>INSERT AND REMOVE THEN OPEN</p> <p>ULTIMATE NUTRITION</p> <p>JOE WEIDER'S OLYMPIA</p> <p>WHERE LEGENDS ARE MADE</p>	 <p>The ORLEANS</p> <p>orleanscasino.com</p> <p>BOYDGAMING</p> <p>boydgaming.com</p>
<p>Nevada – Sam's Town, Las Vegas</p> <p>Gray key with new design of 3 slot cards (same as Gold Coast above and Orleans listed last month).</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>IT'S GOOD TO BCONNECTED™</p> <p>INSERT AND REMOVE THEN OPEN DOOR</p> <p>TRUBY</p> <p>SALADINE</p> <p>EMERALD</p>	 <p>SAM'S TOWN</p> <p>SamsTownLV.com</p> <p>BOYDGAMING</p> <p>BoydGaming.com</p>
<p>Nevada – Silverton, Las Vegas</p> <p>New key with picture of old skeleton key.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>WELCOME HOME</p> <p>SILVERTON</p>	 <p>SILVERTON</p> <p>Casino • Hotel • Las Vegas</p> <p>3333 Blue Diamond Road • Las Vegas, NV 89139 • 702.263.7777</p> <p>SILVERTONCASINO.COM</p>
<p>Nevada – Tropicana, Las Vegas</p> <p>Mob Attraction key.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>INSERT AND REMOVE WHEN OPEN</p> <p>INTERACT • PARTICIPATE • EXPERIENCE</p> <p>MOB attraction</p> <p>Las Vegas</p> <p>THE NEW Tropicana LAS VEGAS</p>	 <p>THE NEW Tropicana LAS VEGAS</p> <p>TropLV.com   Find us on Facebook®   Follow us on Twitter™</p> <p>3801 Las Vegas Blvd. South   1.800.GO2.TROP</p>

# October 2012 Room Key Listing – Part 2 of 2

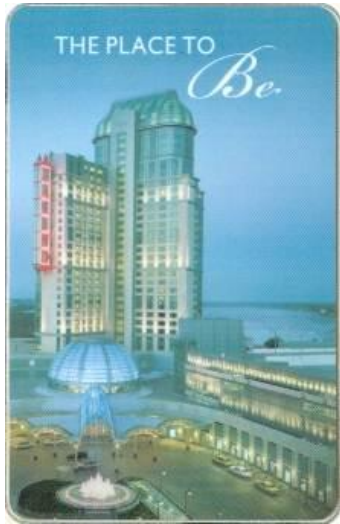



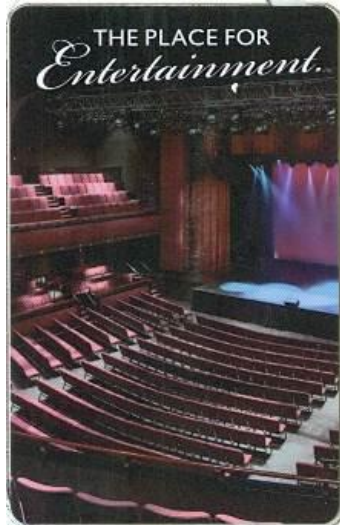

## Convention Keys Associated with a Casino

<p>Nevada – Caesar's Palace, Las Vegas</p> <p>2012 Brand Source convention key.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>BRAND SOURCE<sup>®</sup></p> <p>BRANDSOURCE NATIONAL CONVENTION &amp; EXPO AUGUST 26 - 30, 2012 CAESARS PALACE, LAS VEGAS</p> <p>YOUR KEY TO INCREASING SALES</p> <p>The <b>NEW</b> BRANDSOURCE Credit Card</p>	 <p>Insert - Remove - Open</p> <p>To unlock door, insert and remove keycard. (other side up)</p> <p>0011 1001 0101 1110 0010</p> <p>This keycard is protected with your own unique id number.</p> <p>31</p> <p>Valid only during stay. To extend stay, your keycard must be re-coded.</p> <p>Each lock keeps a security record of every entry.</p> <p>Reservations 1-800-634-6661 caesarspalace.com</p>
<p>Nevada – Caesar's Palace, Las Vegas</p> <p>2012 Miller Milling Company convention key</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>MILLER MILLING COMPANY</p> <p>Welcome to the 2012 Tortilla Industry Association Convention &amp; Expo! <a href="http://www.Tortilla-Info.com">www.Tortilla-Info.com</a></p>	 <p>Insert - Remove - Open</p> <p>To unlock door, insert and remove keycard. (other side up)</p> <p>0011 1001 0101 1110 0010</p> <p>This keycard is protected with your own unique id number.</p> <p>31</p> <p>Valid only during stay. To extend stay, your keycard must be re-coded.</p> <p>Each lock keeps a security record of every entry.</p> <p>Reservations 1-800-634-6661 caesarspalace.com</p>
<p>Nevada – Caesar's Palace, Las Vegas</p> <p>Cat TV – Channel 22 key.</p> <p>Mfr: None</p> <p>Contributor: Esther Barker</p>	 <p>CAT TV: CHANNEL 22</p> <p>WHEREVER THERE'S MINING, WE'RE THERE.</p> <p>CAT</p>	 <p>Insert - Remove - Open</p> <p>To unlock door, insert and remove keycard. (other side up)</p> <p>0011 1001 0101 1110 0010</p> <p>This keycard is protected with your own unique id number.</p> <p>31</p> <p>Valid only during stay. To extend stay, your keycard must be re-coded.</p> <p>Each lock keeps a security record of every entry.</p> <p>Reservations 1-800-634-6661 caesarspalace.com</p>

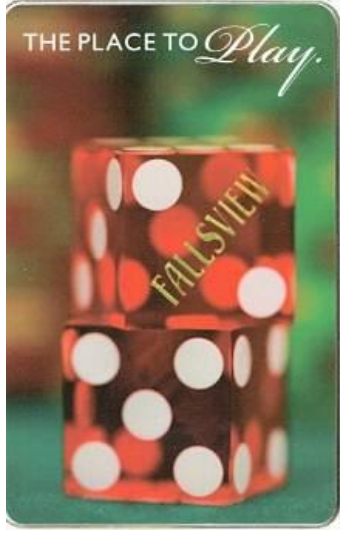

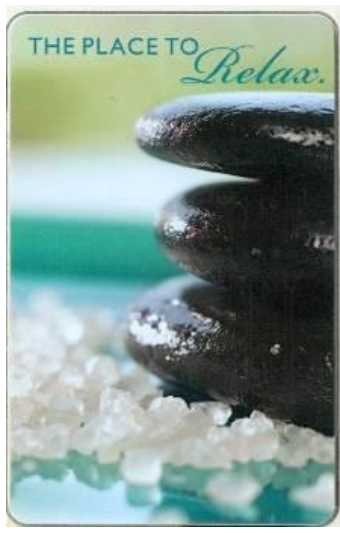
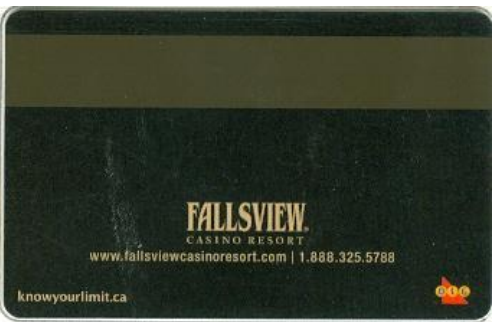
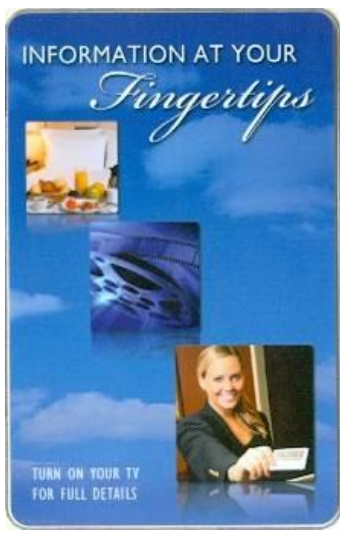
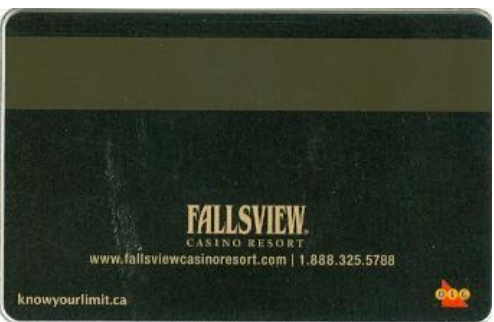


## October 2012 Room Key Listing – Part 2 of 2

### Foreign Keys

<p>Canada – Fallsview, Niagara Falls, Ontario</p> <p>The Place to <i>Be</i> key.</p> <p>Mfr: OLG</p> <p>Contributor: Esther Barker</p>	 A key card with a blue background. At the top, it says "THE PLACE TO" in white, followed by "Be." in a large, elegant script. Below the text is a photograph of the Fallsview Casino Resort building at night, illuminated with lights. The card has a standard key slot at the top.	 A dark green key card with a gold-colored band at the top. It features the "FALLSVIEW. CASINO RESORT" logo in gold. Below the logo, the website "www.fallsviewcasinoresort.com" and the phone number "1.888.325.5788" are printed. At the bottom left, it says "knowyourlimit.ca" and at the bottom right, there is a small orange logo.
<p>Canada – Fallsview, Niagara Falls, Ontario</p> <p>The Place to <i>Dine</i> key.</p> <p>Mfr: OLG</p> <p>Contributor: Esther Barker</p>	 A key card with a white background and a red band at the top. It says "THE PLACE TO" in white, followed by "Dine." in a large, elegant script. Below the text is a photograph of a restaurant interior. The card has a standard key slot at the top.	 A dark green key card with a gold-colored band at the top. It features the "FALLSVIEW. CASINO RESORT" logo in gold. Below the logo, the website "www.fallsviewcasinoresort.com" and the phone number "1.888.325.5788" are printed. At the bottom left, it says "knowyourlimit.ca" and at the bottom right, there is a small orange logo.
<p>Canada – Fallsview, Niagara Falls, Ontario</p> <p>The Place for <i>Entertainment</i> key.</p> <p>Mfr: OLG</p> <p>Contributor: Esther Barker</p>	 A key card with a dark background. At the top, it says "THE PLACE FOR" in white, followed by "Entertainment." in a large, elegant script. Below the text is a photograph of a theater interior with red seats and a stage. The card has a standard key slot at the top.	 A dark green key card with a gold-colored band at the top. It features the "FALLSVIEW. CASINO RESORT" logo in gold. Below the logo, the website "www.fallsviewcasinoresort.com" and the phone number "1.888.325.5788" are printed. At the bottom left, it says "knowyourlimit.ca" and at the bottom right, there is a small orange logo.

## October 2012 Room Key Listing – Part 2 of 2

<p>Canada – Fallsview, Niagara Falls, Ontario</p> <p>The Place to <i>Play</i> key.</p> <p>Mfr: OLG</p> <p>Contributor: Esther Barker</p>	 <p>A vertical key card with a green background. At the top, it says 'THE PLACE TO Play.' in a mix of sans-serif and script fonts. Below the text is a close-up image of two red dice with white pips. The word 'FALLSVIEW' is printed diagonally across the dice.</p>	 <p>A dark green/black horizontal key card. It features the 'FALLSVIEW CASINO RESORT' logo in gold. Below the logo is the website 'www.fallsviewcasinoresort.com' and the phone number '1.888.325.5788'. At the bottom left is 'knowyourlimit.ca' and at the bottom right is the OLG logo.</p>
<p>Canada – Fallsview, Niagara Falls, Ontario</p> <p>The Place to <i>Relax</i> key.</p> <p>Mfr: OLG</p> <p>Contributor: Esther Barker</p>	 <p>A vertical key card with a light green background. At the top, it says 'THE PLACE TO Relax.' in a mix of sans-serif and script fonts. Below the text is a close-up image of three dark, smooth stones stacked on a bed of white pebbles.</p>	 <p>A dark green/black horizontal key card. It features the 'FALLSVIEW CASINO RESORT' logo in gold. Below the logo is the website 'www.fallsviewcasinoresort.com' and the phone number '1.888.325.5788'. At the bottom left is 'knowyourlimit.ca' and at the bottom right is the OLG logo.</p>
<p>Canada – Fallsview, Niagara Falls, Ontario</p> <p>Information at your <i>Fingertips</i> key.</p> <p>Mfr: OLG</p> <p>Contributor: Esther Barker</p>	 <p>A vertical key card with a blue background. At the top, it says 'INFORMATION AT YOUR Fingertips' in a mix of sans-serif and script fonts. Below the text are three small images: a buffet table, a car, and a smiling woman. At the bottom, it says 'TURN ON YOUR TV FOR FULL DETAILS'.</p>	 <p>A dark green/black horizontal key card. It features the 'FALLSVIEW CASINO RESORT' logo in gold. Below the logo is the website 'www.fallsviewcasinoresort.com' and the phone number '1.888.325.5788'. At the bottom left is 'knowyourlimit.ca' and at the bottom right is the OLG logo.</p>

## October 2012 Room Key Listing – Part 2 of 2

Greece – Grande Arbergo  
Della Rose, Island of Rhodes

Mfr: None

Contributor: Esther Barker

